



**ilumen**<sup>TM</sup>  
2018 MEDIA KIT

**Powered by science,  
and you.**

## It's time for corporate wellness to keep mental health, in mind.

Workplace programs that only address physical health leave out a significant piece of the puzzle. A broken bone may be easier to identify, but mental health conditions are just as debilitating, and costly.

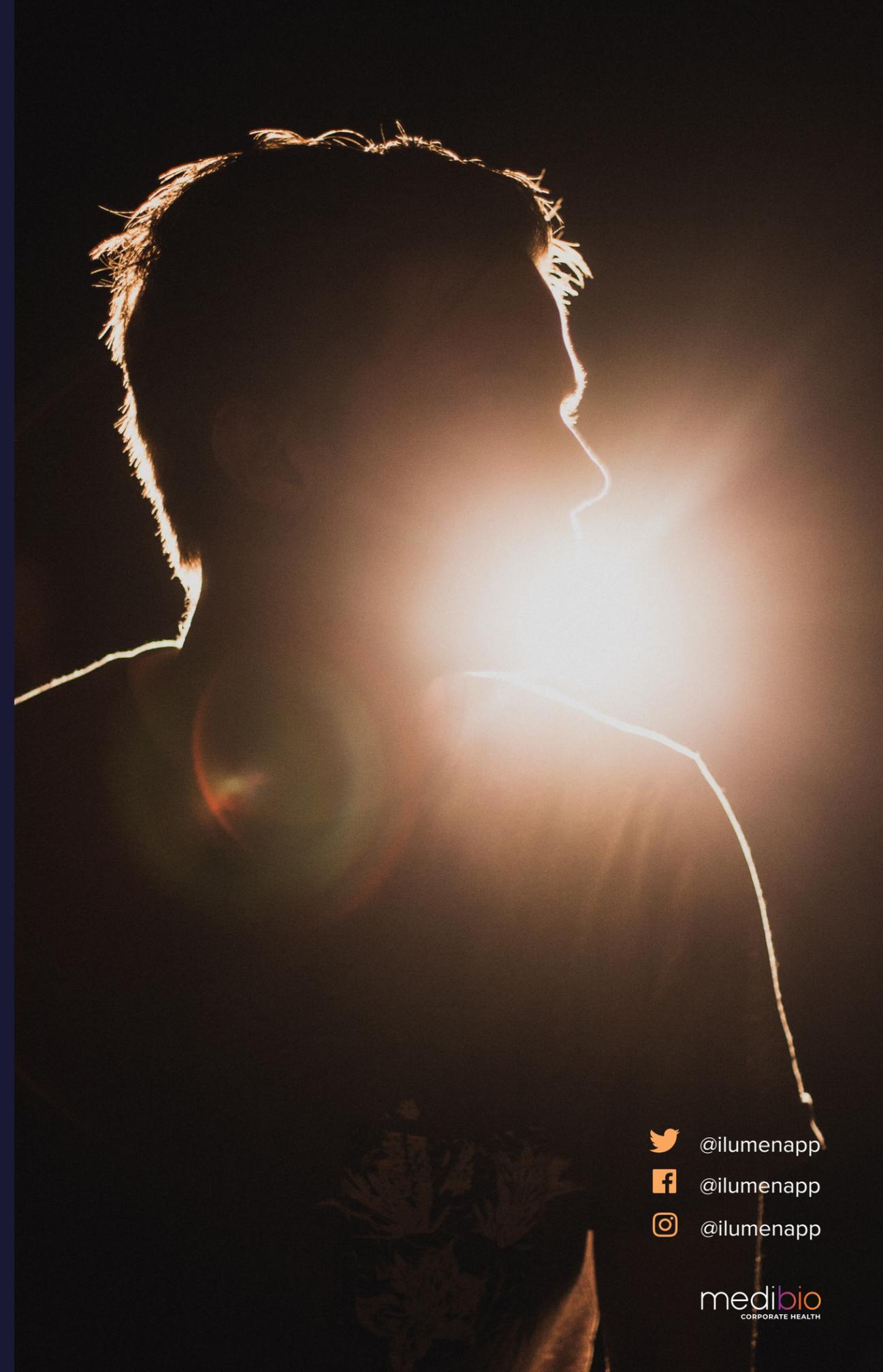
**Depression and anxiety disorders cost the global economy US \$1 trillion each year in lost productivity.** - WHO, 2017

Employees confronted with extended hours, increased demands, bullying, harassment, and other daily challenges have sent statistics soaring. Organisations that introduce mental health support programs are more likely to increase productivity and reduce the cost associated with absenteeism.

**ilumen™** is the first biometric, data-driven mental wellness monitoring and management program offering employees personalised recommendations for health and performance. For employers, **ilumen™** provides a de-identified, aggregate dashboard of results so they can make informed decisions and see where support is most needed.

**Knowing is not enough, we must apply; Willing is not enough, we must do.**

- Goethe



 @ilumenapp

 @ilumenapp

 @ilumenapp

## THREE-STEP PROCESS

Connect an approved wearable device to begin recording Heart Rate, Sleep, and Activity biometric data:

### Garmin

Approach S20  
Approach s60  
Approach x10  
Approach X40  
D2 Charlie  
DescentMK1  
Fenix5  
Fenix5s  
Fenix5x  
Fenix Chronos  
Forerunner 35  
Forerunner 235  
Forerunner645  
Forerunner 735XT  
Forerunner 935  
Quatix5  
Quatix5 Sapphire  
VivoActive3  
Vivosmart 3  
Vivofit 4  
Vivomove HR  
Vivosport

### Fitbit

Alta HR  
Charge 2  
Versa  
Ionic

## HOW IT WORKS



### ASSESS

Take the survey. Complete a series of questions to see how you're tracking. Repeat no more than once every two weeks to monitor progress.



### CONNECT

Connect your device. Pair your wearable with the app to record and monitor key biometric data.



### DISCOVER

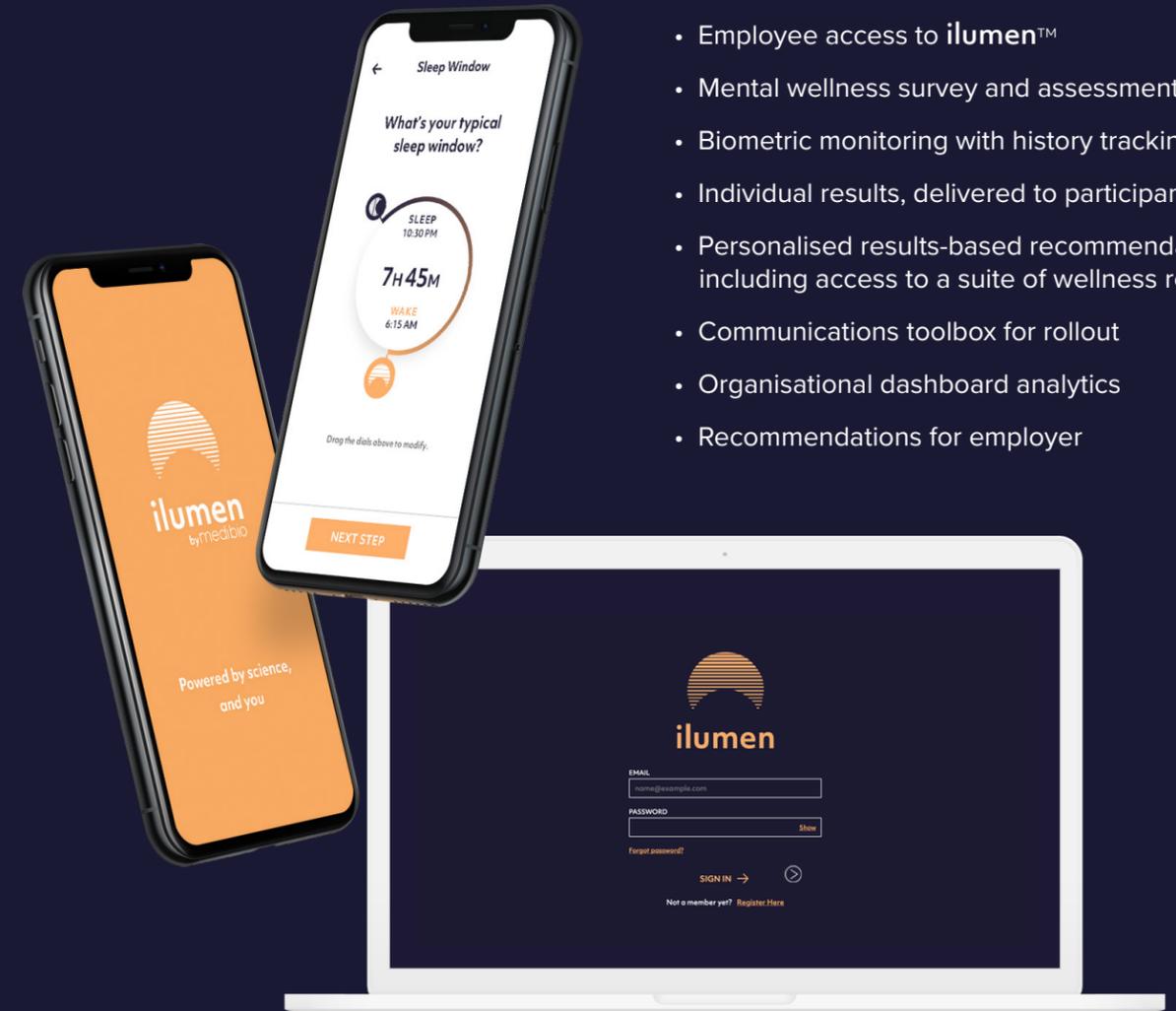
View your results and track scores over time to check progress. Access a library of resources for information and support.

## Powered by science, and you.

**ilumen™** is a two-part platform designed to help individuals gain insights around mental wellness. Through a survey of simple questions participants can determine how they rank with symptoms of common conditions like depression, anxiety, stress, perfectionism, and more. Through the connection of an approved wearable device, **ilumen™** also gathers Heart Rate, Sleep Quality, and Activity data to provide a composite wellness score that can be tracked and improved upon over time. This objective feedback helps employees to understand risk factors associated with increased stress, empowering them to reduce symptoms and increase overall well-being, allowing science, not stigma, to drive the future of mental wellness.

### Features

- Employee access to **ilumen™**
- Mental wellness survey and assessment
- Biometric monitoring with history tracking
- Individual results, delivered to participants' device
- Personalised results-based recommendations including access to a suite of wellness resources
- Communications toolbox for rollout
- Organisational dashboard analytics
- Recommendations for employer



“Check yo self before you wreck yo self.” - Ice Cube



ilumen™ is not a diagnosis. It is a tool for understanding the ways in which mental and physical health, sleep patterns, and heart rate play a role in determining mental wellness. By making these connections visible, participants have the opportunity to take actionable role in their own mental well-being.



**68%**  
of employees who  
were unwell, didn't  
know or weren't  
sure they were.

Mental Health Check-in 2017, Chorot

## ASX Announcement



Medibio Limited – 3 October 2018

### Medibio Releases Corporate Health Product, ilumen™

Sydney, Australia and Minneapolis, MN USA – 3 October 2018: Medibio Limited (MEB or the Company)(ASX: MEB)(OTCQB: MDBIF), a mental health technology company, today announced the release of ilumen™, its product and platform for corporate customers.

ilumen™ is a corporate wellness product providing employers the ability to offer biometric analysis and objective, data-driven feedback along with a mental wellness assessment to their employees. The upgraded platform allows employees to access and monitor this data from their personal devices, measuring and tracking biometrics through the use of wearable technology over a period of time. Participants can proactively learn about coping strategies, resources, and personal development plans to better manage stress and strain from life and work.

Employee-specific features of the ilumen™ platform include:

- Access to personalised resources for support and education to help improve mental wellness
- Ability to monitor digital biometric changes and identify how and when personal lifestyle modifications influence mental wellness
- Improved biometric integration with supported Garmin and Fitbit wearable devices

ilumen™ provides employers with access to a de-identified, aggregate-level dashboard to support informed decision-making, improved team performance, and increased employee well-being. Many companies have health care plans in place to address physical health. Medibio's platform allows employers to extend support to cover mental health, ushering in a new era of workplace wellness.

The ilumen™ product is the latest advancement of Medibio's Corporate Health offering with a core focus on designing products and services to help organisations optimise workforce performance, minimise risk, and provide better care to the people that power their businesses.

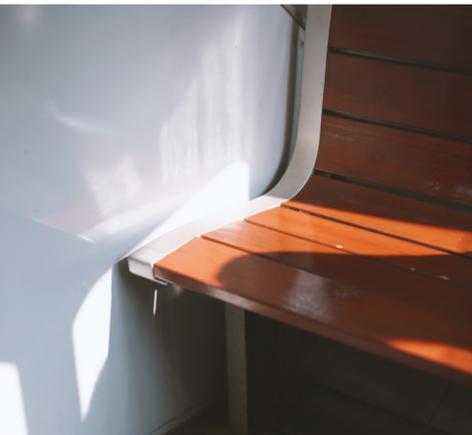
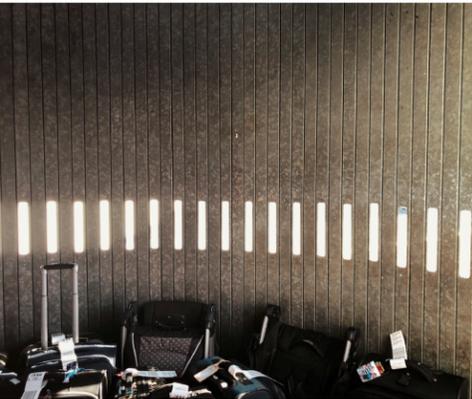
"ilumen™ is an advancement in corporate mental health that provides employers and participating employees with the ability to track mental wellness through digital biometrics and personalized assessments," commented Brian Mower, Interim CEO for Medibio. "It's time for corporations to use objective data to better understand and enhance employee mental wellness."

The ilumen™ product is currently available for our corporate customers via Google and Apple app stores, as well as through the web.

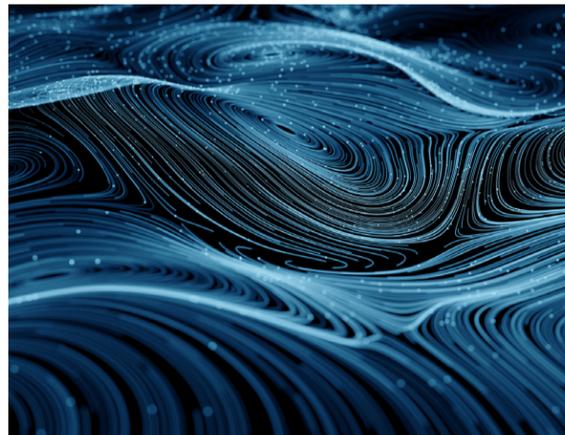
A blurred background image of a modern office interior. In the foreground, a dark wooden desk and a black office chair are visible. The background shows a large window with a view of a cityscape, including buildings and a bridge. The lighting is warm and natural, suggesting a bright day.

One individual with moderate depression results in **225 hours** of productivity loss per year.

World Health Organization



Brand images are NOT:  
**Impersonal,  
 Cold,  
 'Stagey'  
 or Insincere**



Brand images ARE:

**Light-centered  
 Futuristic  
 Global  
 Humanist**

**Letting the Light In**

The brand should communicate a future-forward perspective with its associated imagery but not one that loses sight of the 'right here right now' impact of the technology it seeks to represent.

There are no stock library boardrooms here. No "business people shaking hands" or forced smiling corporate concepts. Imagery for the **ilumen™** program centers on advanced scientific landscapes juxtaposed with the real life moments where someone might 'see the light' and feel relief.



THE **ilumen™** LOGOMARK consists of the 'sun' iconography element and the 'ilumen' wordmark. The primary mark is displayed vertical. Secondary horizontal mark may be used when space or layout does not permit vertical representation. The sun may be used independent of the wordmark but the wordmark must not appear on its own.



The logomark is to be displayed in **PMS 714** or white, only, except when necessary to display in black and white. Do not scale either part of the mark disproportionate to the other or change the orientation of the elements outside of the conventions outlined here.

**Bold  
 Medium  
 Regular**

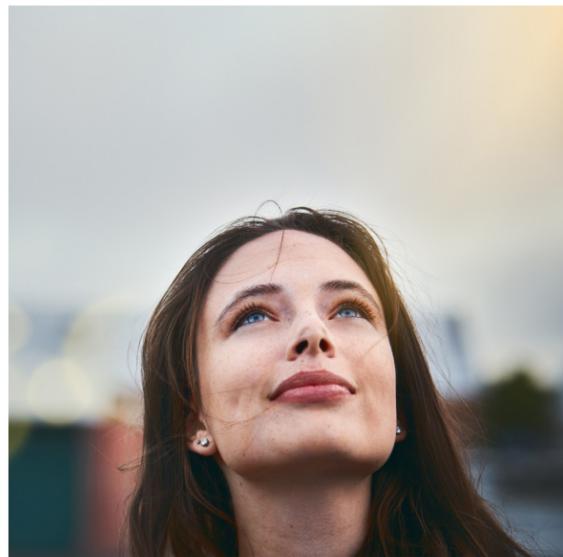
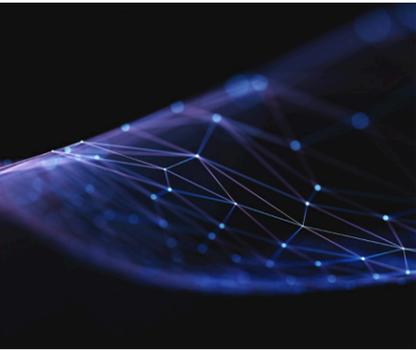
**OBJEKTIV MK1** is a sans serif typeface designed by Dalton Maag. "...it has efficiency and minimalism in its blood. Objektiv was designed from the ground up, with the ever-growing demands of usability in mind, to deliver a geometric font family for the 21st century."

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890 -+!@#\$%^&\*() ;:'"/?.,**



The color palette incorporates the 'Medibblue' of the Medibio brand, a screen of that spot color and the golden **PMS 714**.

C	00	C	23	C	88
M	39	M	19	M	86
Y	69	Y	13	Y	48
K	0	K	0	K	60
R	250	R	197	R	29
G	169	G	195	G	25
B	97	B	203	B	52
HEX	FEAA61	HEX	C5C3CB	HEX	#1D1934
	<b>PMS 714 C</b>		<b>PMS 5255 (23%)</b>		<b>PMS 5255 C</b>



Brand images are **NOT:**

**Heavy,  
Sad,  
Dark  
or Hopeless**

Brand images **ARE:**

**Open,  
Hopeful,  
Bright  
& Modern**

Our brand image style is defined by triumphant outcomes, not debilitating problems. We do not reinforce the dark side of mental illness with the imagery we use, but instead illustrate what is possible with improved mental health.

Images focus predominantly on the people who stand to benefit from our technology in everyday situations where they might find more elevation or optimism through new solutions for mental wellness. These achieve contrast with occasional use of tech-centered **"elegant science"** style photography.



THE MEDIBIO LOGOMARK consists of a solid color 'medi', all lowercase, represented in either **PMS 5255** or White, and 'bio' with the brand gradient applied.



The brand gradient is an even distribution of the three accent colors of the brand palette, moving from left to right: **PMS 513**, **PMS 1665** and **PMS 715**.

**Seravek Bold**  
**Medium**  
**Regular**  
**Light**

SERAVEK is a humanist sans serif typeface designed by Eric Olson from Process Type Foundry in, (where else?) Minneapolis, MN. The Medibio brand utilizes the Bold, Medium, Regular and Light type weights in both standard and italic.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
1234567890 -+!@#\$%^&\*()';"/?.,

The color palette consists of 'Medibue' (**PMS 5255**), three accent colors and two neutral greys. Accent colors should be used sparingly, not overpowering overall impressions and be applied as an accent, only.



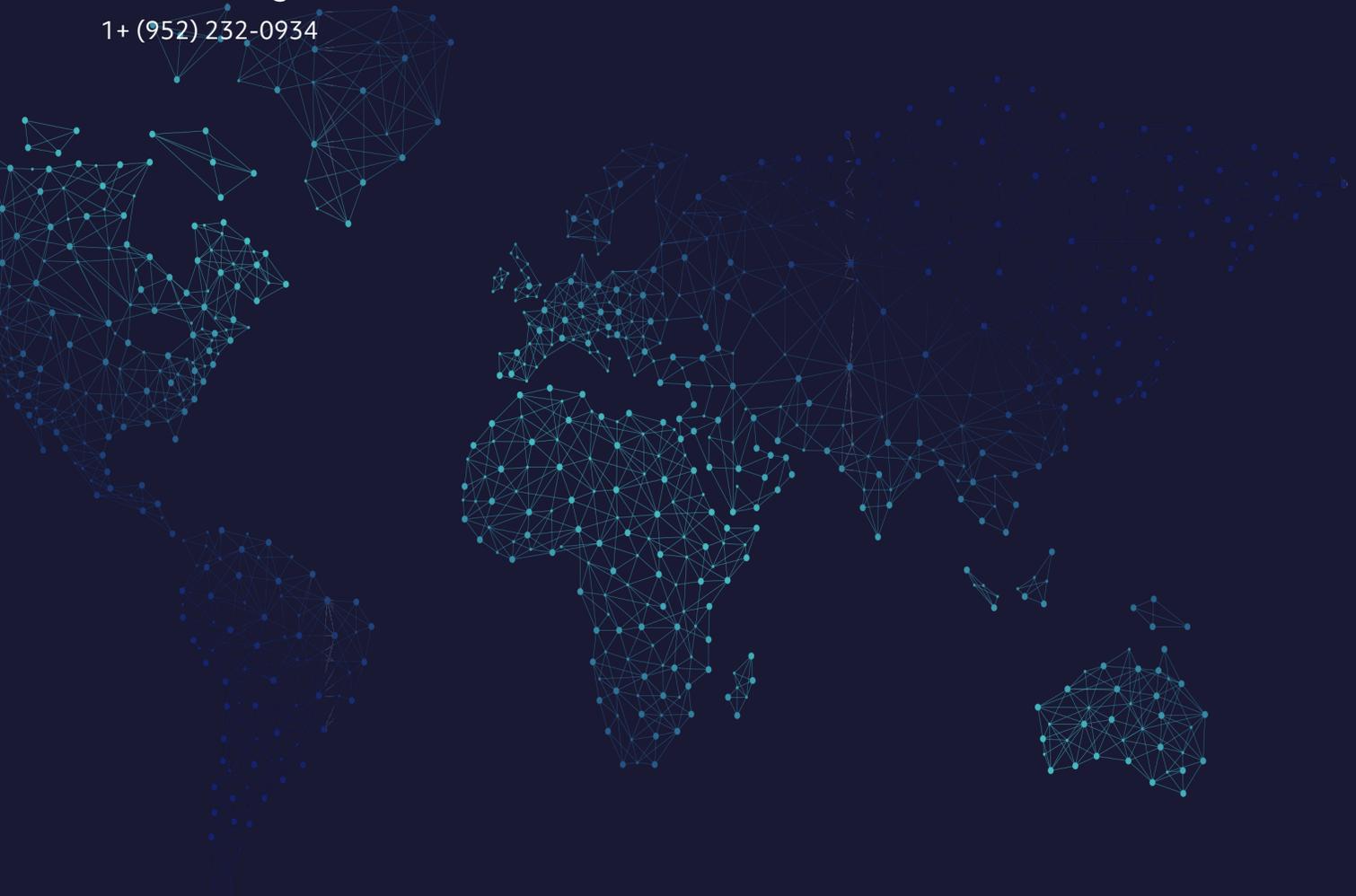
C	69	C	88	C	48	C	07	C	00	C	03
M	59	M	86	M	94	M	87	M	54	M	03
Y	52	Y	48	Y	05	Y	100	Y	94	Y	03
K	33	K	60	K	01	K	97	K	00	K	03
R	74	R	29	R	147	R	224	R	248	R	235
G	79	G	25	G	53	G	68	G	141	G	233
B	85	B	52	B	141	B	03	B	43	B	233
HEX	4A4F55	HEX	#1D1934	HEX	93358D	HEX	E04403	HEX	F88D28	HEX	EBE9E9
	PMS 7540 C		PMS 5255 C		PMS 513 C		PMS 1665 C		PMS 715 C		LT GREY

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**#poweredbyscience**